BetterYou STRIDES

Map Your Personal Path to Health

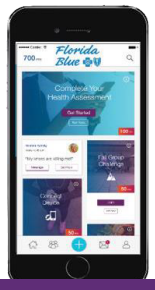
Welcome to Better You Strides, an online wellness program that uses your needs, goals and interests to build your custom-made plan to better health

A Personal Plan for You



Better You Strides creates a personal health Journey for you—a custom-made plan with recommended actions to reach your health goals. Activities cover healthy eating, tips to move more and ways to feel happier. Discover the fun of building healthy habits through activities, videos and quizzes. As you progress, your Journey evolves, offering challenges and activities to help you stay motivated.

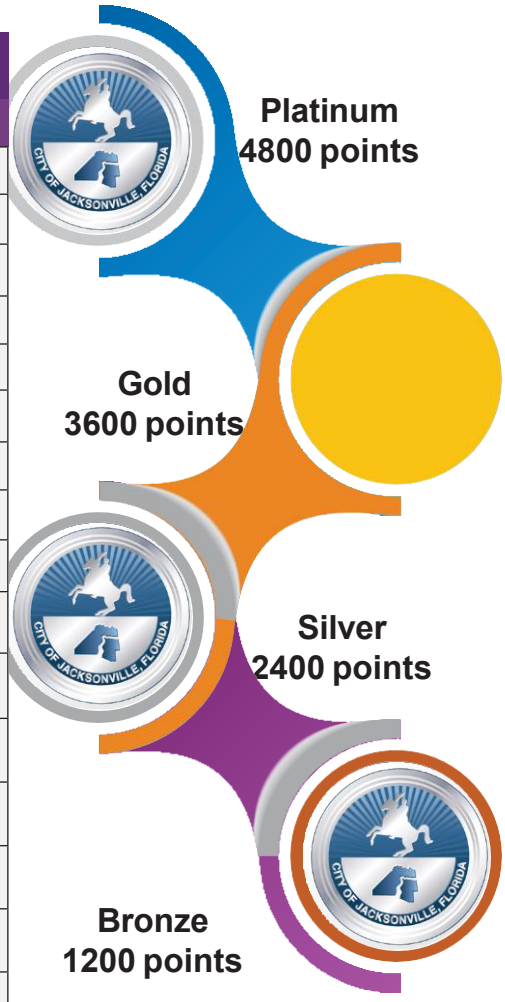
Your Mobile Fitness Partner



Tap into your personal health Journey from your smartphone, tablet or computer to track your progress or get support any time, anywhere. Better You Strides can integrate with more than 100 health and wellness wearable devices and mobile app trackers. That makes tracking your progress even easier.

CITY OF JACKSONVILLE — Redeem rewards 01/01/2026-11/30/2026
Earn up to $300 in gift cards

Allowable Activities	Points	Frequency
☐ Online Health Assessment	500	1 per year
☐ Biometric Screening	750	1 per year
☐ Healthy Cholesterol ratio (5.0 or lower)	200	1 per year
☐ Healthy Blood Pressure (119/79 or lower)	200	1 per year
☐ Healthy BMI (BMI range between 18.50-24.99)	200	1 per year
☐ Tobacco Free (1 year)	300	1 per year
☐ Download or Access AlwaysOn App	100	1 per year
☐ Self-Guided Digital Programs	100	5 per year
☐ Wellness Device Usage	1500	1 point every 1500 steps
☐ Online Personal Challenges	100	5 per year
☐ Better You OnDemand Videos	100 (400 max points)	1 per quarter/4 per year
☐ Better You Next Steps Health Coaching (Florida Blue subscribers only)	400	1 per year
☐ Better You Healthy Addition (Florida Blue subscribers only)	200	1 per year
☐ Listen to a Podcast	50 (400 max points)	2 per quarter/8 per year
☐ Read an Article	50 (400 max points)	2 per quarter/8 per year
☐ Preventative Screenings	100 (700 max points)	7 per year
☐ Donate Blood	50 (300 max points)	6 per year
☐ CPR/First Aid Certification	100 (200 max points)	2 per year
☐ Athletic Events	200 (1000 max points)	5 per year
☐ Care Management	400	1 per year



Get started today and earn 1200 points to qualify for your first $75 gift card (Bronze).

Each time you reach a new level (1200 points), you earn an additional $75 up to a max of $300!

Who can participate in Better You Strides? All full-time employees are encouraged to participate.

How do I earn? You earn dollars by completing activities on your Personal Health Journey. Each time you earn 1200 and reach a new level (Bronze, Silver, Gold and Platinum), you will earn a $75 gift card. You can earn up to a maximum of $300 per year in gift cards by completing any of the items listed as a qualifying reward.

How do I track my dollars? See your Rewards dollars at the top of the Better You Strides home page. You will earn your rewards in various increments. You can redeem a maximum of $300 per reward year by clicking on Redeem.

How do I redeem my reward? You will see a wide selection of electronic gift cards that you can select from, when you click on the Redeem button at the top of your home page. You can redeem as you earn, or you can wait to earn the full $300 before you redeem. There are electronic gift cards in $75 denominations available.

How will I receive my electronic gift card when I redeem? Once you have selected an electronic gift card to redeem, an e-code will be emailed to the email address that you entered when you registered for the Better You Strides wellness platform. If you do not see an email with your e-code, check your junk email.

When does my reward program begin? Your reward program begins January 1, 2026 and ends on November 30, 2026. You must redeem your dollars by November 30, 2026. Reward dollars do not roll-over to the next year.

If I have questions, who should I ask? For questions and technical support, please contact Denis Woods, City of Jacksonville Florida Blue Representative, Employee Benefits Office at 904-255-5570.

Florida Blue

Florida Blue has entered into an arrangement with Onlife to provide members with care decision support services, information and other services. Please remember that all decisions that require or pertain to independent professional medical/clinical judgment or training, or the need for medical services, are solely your responsibility and the responsibility of your Physicians and other health care Providers. The programs mentioned above are subject to change.

Health insurance is offered by Florida Blue. HMO coverage is offered by Florida blue HMO, an affiliate of Florida Blue. These companies are Independent Licensees of the Blue Cross and Blue Shield Association.

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